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PTO/SB/08A (10-96)

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Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Sheet 1 of 13

**Complete if Known**

Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

**U.S. PATENT DOCUMENTS**

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
DL	A11	6,193,152			05/09/1997	
	A12	6,128,599			10/09/1997	
	A13	6,119,933			07/16/1998	
	A14	6,049,778			10/31/1997	
	A15	6,018,718			08/28/1997	
	A16	6,012,039			02/05/1999	
	A17	5,991,376			05/20/1997	
	D13	6,009,412			06/25/1998	
	E1	09/218,019			12/22/1998	
	E2	09/677,401			09/29/2000	
	E3	09/272,153			03/19/1999	
	E4	09/234,889			01/21/1999	
	E5	09/165,457			10/02/1998	
	E6	6,741,993			08/29/2000	
	E7	6,669,559			06/28/2000	
	E8	6,597,903			11/14/2000	
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	E10	6,594,639			04/19/1999	
	E11	6,585,622			12/03/1999	
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Foreign Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
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	A19	WO	00/108113		07/22/1999		
↓	A20	WO	00/106438		07/20/1999		

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 2 of 13

### Complete if Known

Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

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		Number	Kind Code <sup>2</sup> (if known)			
DL	E13	6,571,216			01/14/2000	RECEIVED
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	E17	6,529,878			03/19/1999	
	E18	6,490,411			03/21/2000	GROUP 2600
	E19	6,486,768			09/16/1998	
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	E27	6,343,990			01/27/2000	
	E28	6,327,573			12/31/1998	
	E29	6,301,471			11/02/1998	
	E30	6,289,318			03/24/1999	
	E31	6,273,816			03/22/1999	
	E32	6,273,334			06/15/1999	

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
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	A29	WO	09920013			10/09/1997		
	A30	WO	09913438			09/05/1997		

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9/13/04

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

*(use as many sheets as necessary)*

Sheet 3 of 13

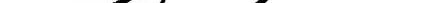
**Complete if Known**

Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
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	F1	EP	00974722.1			11/23/1999		
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	F3	EP	01271045.5			10/31/2000		
	F4	EP	01964319.6			08/29/2000		
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Examiner Signature		Date Considered	9/13/04
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Substitute for form 1449A/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/818,400
				Filing Date	March 27, 2001
				First Named Inventor	Mac Lean, et al.
				Group Art Unit	2161
				Examiner Name	
Sheet	4	of	13	Attorney Docket Number	24349.000

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## FOREIGN PATENT DOCUMENTS

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
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Substitute for form 1449A/PTO				<b><i>Complete if Known</i></b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> <i>(use as many sheets as necessary)</i>				Application Number	09/818,400
				Filing Date	March 27, 2001
				First Named Inventor	Mac Lean, et al.
				Group Art Unit	2161
				Examiner Name	
Sheet	5	of	13	Attorney Docket Number	24349.000

#### **U.S. PATENT DOCUMENTS**

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## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T6
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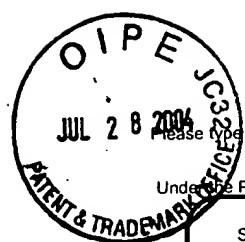
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Sheet

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<b>Application Number</b>	09/818,400
<b>Filing Date</b>	March 27, 2001
<b>First Named Inventor</b>	Mac Lean, et al.
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Examiner Name	
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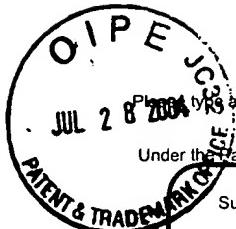
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Sheet

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of

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Examiner Name	
Attorney Docket Number	24349.000

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Sheet 8 of 13

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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
DL	F48	WO	01/086535			05/09/2000		
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	F54	WO	01/082239			04/20/2000		
	F55	WO	01/079966			04/14/2000		
	F56	WO	01/077856			04/06/2000		
V	F57	WO	01/067365			03/09/2000		

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Sheet 9 of 13

Substitute for form 1449A/PTO				<b><i>Complete if Known</i></b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>				Application Number	09/818,400
(use as many sheets as necessary)				Filing Date	March 27, 2001
				First Named Inventor	Mac Lean, et al.
				Group Art Unit	2161
				Examiner Name	
Sheet	9	of	13	Attorney Docket Number	24349.000

## **U.S. PATENT DOCUMENTS**

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## **FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
DL	F58	WO	01/057816			02/01/2000		
	F59	WO	01/052156			01/12/2000		
	F60	WO	01/043034			12/09/1999		
	F61	WO	01/043031			12/10/1999		
	F62	WO	01/043006			12/10/1999		
	F63	WO	01/041612			12/09/1999		
	F64	WO	01/041015			11/30/1999		
	F65	WO	01/039058			11/23/1999		
	F66	WO	01/039053			11/23/1999		
	F67	WO	01/039052			11/26/1999		

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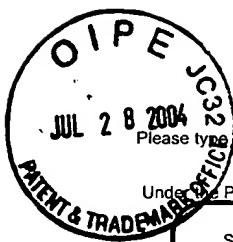
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Sheet 10 of 13

**Complete if Known**

Application Number	09/818,400
Filing Date	March 27. 2001
First Named Inventor	Mac Lean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

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Sheet 11 of 13

### Complete if Known

Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

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### OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

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DL		A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355.
		A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1296.
		A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 58-60.
		B1. Hamstra, Mark, "MemberWorks Invests \$50 Million to Move Club Business to the Internet Annotated Title-MemberWorks Inc. to Invest Over \$50 Mil in Next 6 Quarters to Shift Much of its Membership-club Business to the Internet", DM News, vol. 22, no. 10, March 13, 2000, p 34.
		B2. "MyPoints Signs Two Promotions Pacts", DM News, vol. 21, no. 46, December 13, 1999, p 1.
		C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.
		C2. Goldie-Scot, Duncan, "MasterCard Turns Beenz into Money – A new Reward Card is to be Launched", Financial News, May 15, 2000.
		C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.
		C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.
		C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.
		C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no. 1, January 10, 2000, p 12.

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Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS		
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DL		C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.
		C8. Briody, Dan, "Web Currencies Give Cash a Run for its Money", InfoWorld, vol. 22, no. 16, April 17, 2000, p 32.
		C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.
		D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.
		D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.
		D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.
		D4. "Netcentives (NNM:NCNT)", The IPO Reporter, November 15, 1999.
		D5. "Compubank Gives Miles", Customer Loyalty Today, November, 1999, p 5.
		D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.
		D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.
		D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.

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Sheet 13 of 13

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Application Number	09/818,400
Filing Date	March 27, 2001
First Named Inventor	MacLean, et al.
Group Art Unit	2161
Examiner Name	
Attorney Docket Number	24349.000

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DL		D9. "Wells Fargo Joins Internet Sales Program", American Banker, vol. CLXII, no. 194, October 8, 1997, p 21.	
		D10. "Web Incentive Program Wins Clout with Airline Alliances", Advertising Age, vol. 68, no. 39, September 29, 1997, p 43.	
		D11. "Net Surfers Rack Up Travel Miles", USA Today, vol. 16, no. 11, September 29, 1997, p 1B.	
		D12. "Firm Adds Momentum for Click-And-Brick Loyalty", Bank Network News, vol. 18, no. 22, April 13, 2000, p 5.	
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		D17. "Netcentives Goes Universal", San Francisco, Business Times, vol. 14, no. 32, March 10, 2000, p 10.	
↓		D18. "Netcentives Professional Services (NPS) Develops Customer Relationship Management System for Insurance Marketing Group", PR Newswire, December 29, 1999, p. 2235.	

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